

Newsletter Project Rubric

Item	Beginning 1	Developing 2	Proficient 3	Transformative 4
Subject Selection	No subject is chosen or apparent	Subject does not meet some criteria	Subject is appropriate	Subject is extremely appropriate
Title	No title is present	Title is somewhat unclear	Title is clear and understandable	Title is clear and very descriptive
2 Articles / Headlines	No articles are present	One article is missing or articles are unclear	The two articles are appropriate and clear	The two articles are very well planned out and informative
Images	No images present	Images are missing or not appropriate for the subject	There are at least 2 images. Images support the document design	There are at least 2 images. Images are highly supportive of the document design
Graphics	No graphics present	Graphics are missing or not appropriate for the subject	There is at least 1 graphic which supports the document design	There is at least 1 graphic which is highly supportive of the document design
Table	No table present	There is no table or the table is not used appropriately for the subject	There is at least 1 table that supports the document design	There is at least 1 table with either multiple rows or multiple columns. The table is highly supportive of the document design
Styling	More than 2 fonts are used and there is too much styling that takes away from the design.	More than 2 fonts are used and/or there is too much styling that takes away from the design.	Font and other text styling is appropriate for the audience and follows the design principles.	Font and other text styling are appropriate for the audience and follows the design principles. Styling conveys meaning about the newsletter
Content Principles Clarity, Simplicity, Emphasis	There is no evidence of the Content principles	Some content principles are not present	Content Principles are present in the design	Content Principles are achieved to a high degree
Layout Principles Harmony, Balance, Organization Unity	There is no evidence of the Layout Principles	Some Layout Principles are not present	Layout Principles are present in the design	Layout Principles are achieved to a high degree

Audio Project Rubric

In this project you will create an audio recording that uses music and sound effects in addition to voice. You will record a two-minute phone call between a parent and a teacher surrounding an issue of your choice. Garageband will be the software used.

Guidelines:

- Finished audio file should be 2 minutes in length
- The script should be well planned and cohesive
- Your phone call should use two distinct voices, and at least two music or FX elements
- The voice audio elements should be clean and clear in the final audio recording.
- The project should exhibit consistency, shown by smooth and even transitions and should also exhibit coherence through thoughtful selections of audio elements.
- The project should be exported correctly to iTunes

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Project Length	Outside of Below Average	Within 10 seconds of Acceptable	Within 10 seconds of Exemplary	1:55 – 2:05
Content / Script	Script is unusable for the scenario	Script has several issues	Script execution is acceptable	Highly cohesive / Interesting Script
Voices / Audio Elements	Voices, music or FX elements are missing entirely from the project	The project uses fewer than the required number of voices, music or FX elements	The project uses 2 distinct voices with exactly 2 music or FX elements	Project uses at least 2 distinct voices with at least 2 music or FX elements
Clean / Clear	The voice is not clear, or there are many distracting noises in the voice recording	There are some issues with the voice elements being clean and clear	The voice is clean and clear, and is understandable	The voice is exceptionally clean and clear, and it is understandable
Consistent	Audio elements exhibit no unity, and/or edits are poorly executed and detract from the content delivery	There are several issues with the balance between audio elements, or several edits are noticeable	Most audio elements are balanced and unified, and all but one or two edits are seamless	All audio elements are highly balanced and unified, and edits are seamless
Coherent	Most of the audio elements are not appropriate, or do not provide continuity to the overall project	Some audio elements are not appropriately selected for the continuity of the overall project	Supporting audio elements demonstrate adequate consideration of appropriateness and continuity	Supporting audio elements exhibit a high degree of consideration of appropriateness and continuity
Export	Audio is not exported or submitted	Audio export and submission has several technical issues	Audio export may have one or two technical issues	Audio is exported with no issues and is submitted correctly

Video Project Rubric

In this project you will be required to script, record, and edit a short Podcast-style instructional video of a topic of your choice. The video will include “talking-head” segments and still images, along with a voiceover audio track. Capture and editing will be done in iMovie.

Guidelines:

- The movie should be between 3-5 minutes in length.
- The content should be instructional in nature
- The movie should have about ½ of “talking-head” content and about ½ still image content.
- The movie should begin with an inductor title, and end with a credits block
- The movie should make at least 4 transitions appropriately
- The finished movie should be exported correctly as a quicktime movie

Item	Beginning 1	Developing 2	Proficient 3	Transformative 4
Movie Length (without titles)	0 – 2:29 or over 5:30	2:30 – 5:30	2:50-5:10	3:00 – 5:00
Content / Script	No instructional content	More entertaining than instructional	Instructive	Highly Instructive
Talking Head Content	No talking head video	Unclear, ¼ or ¾ of movie	Clear, 1/3 or 2/3 of movie	Clear, about ½ of movie
Still image content	No still images used in video	Unclear and/or inappropriate, ¼ or ¾ of movie	Clear and appropriate, 1/3 or 2/3 of movie	Clear and appropriate, about ½ of movie
Titles	No titles used in video	Intro and exit titles have design or execution issues	Intro and exit titles well executed and appropriate	Intro and Exit titles are perfectly executed and instructionally appropriate
Transitions – Technical Use	No transitions used in video	Many transitions do not function properly	Majority of transitions function	Transitions function perfectly
Transitions- Connection to Content	Transitions have no connection to the content	Some transitions have connection to the content	Majority of transitions have connection to the content	Transitions are perfectly connected to the content
Soundtrack	No soundtrack is used in video	Soundtrack has technical or execution issues	Soundtrack is well executed and appropriate for project	Soundtrack is perfectly executed and supports instructional design
Export	Movie is not exported or posted to website	Movie export and posting has several technical issues	Movie export and posting may have one or two technical issues	Movie is exported in correct format and is posted to LMS with no issues

Assessment Project Rubric

In this project you will create an online assessment with a minimum of 15 questions. The assessment must contain 8 open-ended questions of any type and 7 multiple-choice questions. The assessment can be for any instructional topic of your choice. You must share your google form with your instructor and embed the assessment on your LMS.

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Number of Questions	10 or less questions	11 or 12 Questions	13 or 14 Questions	15 or more questions
Number of Multiple Choice Questions	Fewer than 4 multiple choice questions	4 multiple choice questions	5 or 6 multiple choice questions	7 or more multiple choice questions
Number of Open Ended Questions	Fewer than 5 open ended questions	5 open ended questions	6 or 7 open ended questions	8 or more open ended questions
Quality of Multiple Choice Questions	Answer choices do not make sense. No connection to question being asked. Fewer than 4 choices are given.	Answer choices are unclear. More than one answer choice could be correct. Fewer than 4 choices are given.	More than one choice could fit as an answer. The correct answer is not clear. There is a minimum of 4 choices.	Student choices make sense. Show many of the possible answers with only one being a clear correct answer. There is a minimum of 4 choices.
Quality of Open-Ended Questions	Question is very unclear. Students are not asked to think. Needs to be more developed.	Open-ended question does not spark a lot of thought. Could be answered with yes/no.	Open-ended question will spark some thought. Question may not be clear. The student is given enough space to answer.	Open-ended questions will spark thought. Questions are clear and easy to understand. The student is given enough space to answer.
Effectiveness of Assessment	Assessment is not clear. Questions cover a wide range of skills, which makes data collection invalid.	Assessment questions are very similar. Data collection may be difficult to understand and decipher. Students do not go high into blooms.	Assessment will allow for data collection. A good range of questions, but does not require the students to go beyond simple skills.	Assessment will allow for strong data collection. A good range of questions on different skills/thought processes. Requires students to go beyond rote skills.
Assessment is Embedded and Shared	Assessment is not completed.	Assessment is not shared or embedded on LMS.	Assessment may not be shared or embedded effectively on LMS.	Assessment is shared with instructor and embedded effectively on LMS.

Learning Management System Rubric

In this project you will be required to create a LMS using www.weebly.com. The LMS will be used to portray all of our projects you have completed. Each project will be posted on the LMS in order to allow your audience to view what you have accomplished.

Guidelines:

- Your LMS must contain the project you completed for each medium.
 - Text, Graphic, Animation, Assessment, Audio and Video
- Each medium will be located on a separate page within your weebly LMS.
- You must email your instructor with you weebly website address to ensure your instructor can view your LMS.

Item	Beginning 1	Developing 2	Proficient 3	Transformative 4
System Navigation	No thought has been given to location of resources. Resources are haphazardly posted.	It is unclear where to find many resources.	Some aspects of navigation are unclear making audience unsure where to find some resources.	Navigation is clear. Audience knows exactly where to find all resources.
Assets Present	Less than 2 assets are posted.	LMS has between 2 and 4 assets.	Most (5+) assets are present.	All assets are present. Text, graphics, audio, video, animation and assessment
Access to Assets	Access to all assets results in dead ends – corrupt file, link does not work, etc.	Access to most assets (5+) is not possible. User gets a corrupt file, link does not work, etc.	Audience can easily access most assets (6+) via downloading a file, clicking a link, etc.	Audience can easily access all assets via downloading a file, clicking a link, etc.